VA Office of Connected Care

Brand Guidelines

VA

U.S. Department of Veterans Affairs
Veterans Health Administration
Office of Connected Care

February 2022

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Introduction

The Branding Guide

This guide is intended to help the U.S. Department of Veterans Affairs Office of Connected Care, and those who promote its services, present a trustworthy brand and provide consistent positioning for Connected Care's offerings.

Here you'll find:

Tips on communicating to a variety of audiences and stakeholders: Veterans, caregivers, VA providers, VA staff members, Congress, and the general public.

Illustrations of the types of collateral that Connected Care creates, and guidance on creating new materials.

An overview of Connected Care's programs.

Design do's and don'ts to ensure a consistent brand.

Additional Support

Before you begin preparing communication material, reach out to the Connected Care Communications team. The team can point you to numerous resources, images, and products available for your use and can provide support and insight on developing materials.

For any questions about Connected Care communications or for support in developing collateral, contact Director of Communications Treva Lutes at ***treva.lutes@va.gov*** or the Connected Care Communications team at ***VHA10P8communications@va.gov***.

Who We Are

Office of Connected Care

The Office of Connected Care focuses on improving health care through technology by engaging Veterans and VA care teams outside of traditional health care visits. By bringing together VA digital health technologies under one umbrella, Connected Care is enhancing health care coordination across VA and supporting Veterans' participation in their care.

What We Do

Our Mission

We deliver high-quality, Veteran-centered care; optimize individual and population health; advance health care that is personalized and proactive; and enhance the health care experience through virtual modalities of care.

Our Vision

We enhance the Veteran experience through access to virtual technologies that effectively integrate into the daily lives of Veterans and VA staff.

How We Do It

Connecting Veterans With Care ...

Through access:

- **We expand** Veteran access to care by using virtual health technologies to reduce barriers such as long travel times to facilities or lack of transportation.
- **We believe** in convenience for Veterans, so we offer high-quality care that integrates into Veterans' daily lives through mobile devices, telehealth modalities, and online patient portals.
- **We prioritize** the Veteran and provider experience, making care convenient, personalized, and untethered to the traditional doctor's office.
- **We develop** new technologies, launch test initiatives, and gather feedback from Veterans to improve processes and better meet Veteran needs.

Through collaboration:

- **We encourage** collaboration among stakeholders through virtual health technologies that connect diverse groups that play important roles in providing care.
- **We give** caregivers the tools they need to play a key role in their Veterans' care, whether this means giving caregivers access to medical records or enabling them to join a video appointment.
- **We enable** providers to meet virtually to share information and develop inclusive, better-informed care plans for Veterans.
- **We help** specialists deliver expert knowledge to Veterans and other providers.

Through choice:

- **We provide** Veterans with options for how, when, and where they receive care through Connected Care services.
- **We empower** Veterans with programs that enable them to play an active role in their care, whether that's through messaging their provider, requesting appointments, or accessing their medical records.
- **We offer** digital tools that provide peace of mind for Veterans and their family members and caregivers by allowing easy access to information such as test results and prescription details.

Brand Hierarchy

Office of
CONNECTED
CARE

Communicating the Brand

Voice and Tone

Communications promoting Connected Care offerings should:

- Provide a high-level understanding of the benefits and features of virtual care technologies while encouraging additional learning.
- Highlight care that is tailored to the unique needs of Veterans.
- Help providers understand the value that the adoption of virtual care technologies has for supporting Veterans.

Our voice is:	Without being:
• Direct	• Pushy
• Authoritative	• Rigid
• Approachable	• Unrefined
• Friendly	• Forward
• Flexible	• Unfocused

Editorial Guidelines

Know Your Audience

Identify your audience and keep your communication geared toward that group. Well-crafted communications materials speak to the targeted audience, not a general audience.

Keep It Short and Simple

Content should be easy to understand and to the point.

Highlight the Human Connection

Stories and content should show the unique relationships between Veterans and our program offices. For instance, stories can showcase how Connected Care services often involve Veterans working with others who have served.

Use a Conversational Tone

Communicate as if you're talking with your audiences in person.

Style and Usage: VA Parent Brands

The VA parent signature is a core design element of the primary VA brand.

The horizontal version of this signature should be used in referring to a program office or product in the Connected Care brand hierarchy.

VA | U.S. Department of Veterans Affairs

Product examples include program office posters, flyers, brochures, and wallet cards.

The Connected Care seal should be the primary signature on office-level communications.

These communications include corporate documentation, letterhead, presentation decks, and email newsletters.

VA | U.S. Department of Veterans Affairs
Veterans Health Administration
Office of Connected Care

For further guidance on using the Connected Care seal and logo, see the guidelines in the Office of Connected Care section, on *Page 25*.

References to the U.S. Department of Veterans Affairs:

- The full title is the "U.S. Department of Veterans Affairs" (no apostrophe).
- The full title should be used on the first or second reference to the department in a communication.
- Subsequent references to VA can use either "VA" or "the department."
- Do NOT use "the" before "VA" in most uses.
  - Correct: "VA announced today …"
  - Incorrect: "The VA announced today …"

Style and Usage: Key Terms

Note: The following list contains terms that are common in VA and Connected Care communications. For more complete guidance on style and usage, ***contact the Connected Care Communications team***.

Term	Style Guidance
app	Lowercase, except when part of product name; use "app," not "applications," when speaking of software applications **Note:** For the correct names of active VA apps, see the ***VA App Store***.
asynchronous	Lowercase, except in modality name "Asynchronous Telehealth."
caregiver	One word, lowercase.
clinical pathway	Two words, lowercase.
clinician	Lowercase.
email	Lowercase, no hyphen.
FAQ	As shown (stands for "frequently asked questions"); do not add "s" in reference to a single set of questions.
Facility Telehealth Coordinator	Initial cap.
health care	Two words, not initial capped as generic term; if part of a proper name, initial cap and defer to given entity's practice on showing as one word or two.
homepage	One word, lowercase.
My Health***e***Vet	Two words, with a capital "M," "H," and "V"; italicize and bold the "e" before "Vet." **Note:** The "e" before "Vet" is not stylized in web content.
Office of Connected Care	Full title used on first reference; subsequent references to the office can use "Connected Care" (initial capped); do not abbreviate as "OCC."
online	One word, lowercase, not hyphenated.
provider	Lowercase.
service-disabled	Hyphenate.
Service member	Two words, with a capital "S."

Style and Usage: Key Terms (cont.)

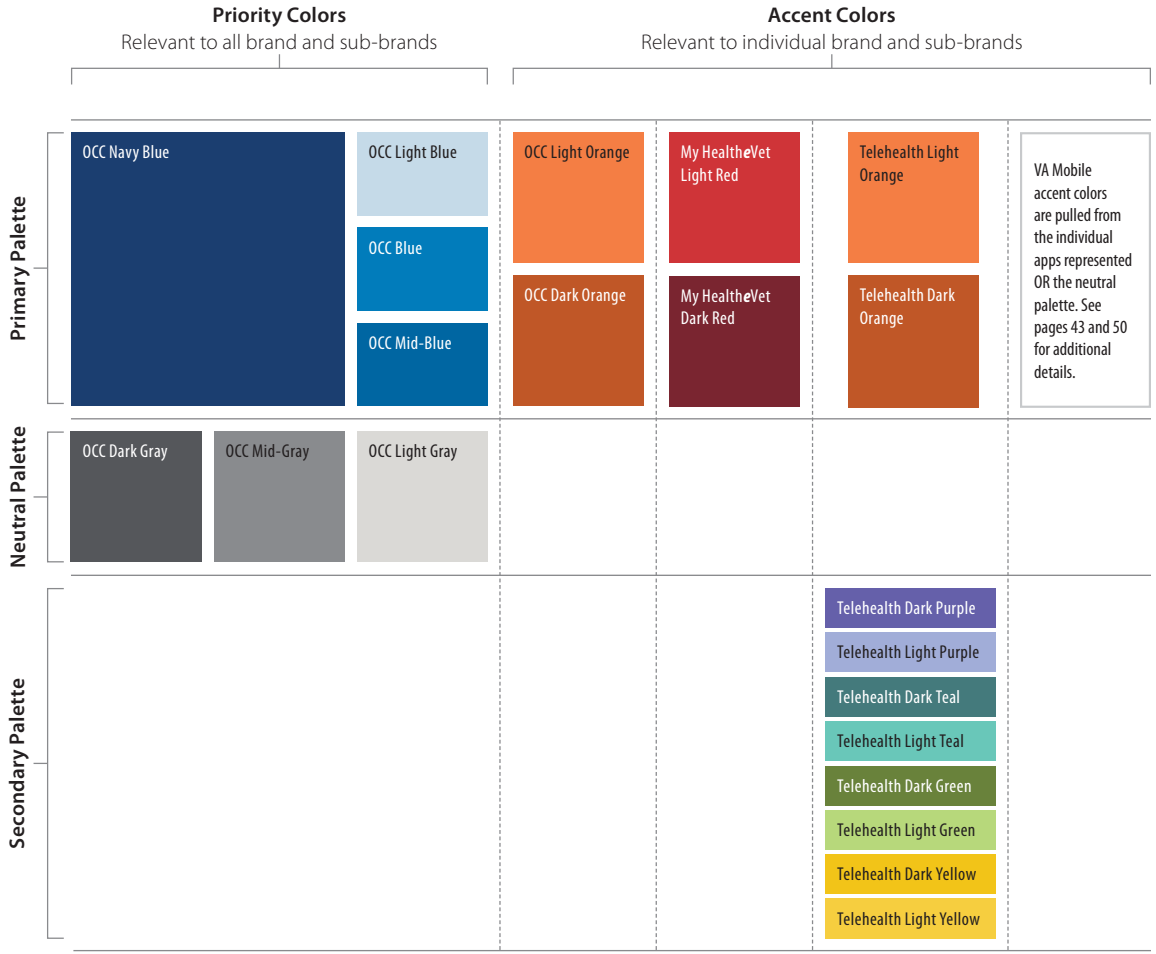
Term	Style Guidance
Soldier, Seamen, Airmen, Reserve members, and Guard members	Initial cap.
subject matter expert	Three words, lowercase.
synchronous	Lowercase, except in the modality name "Synchronous Telehealth."
telehealth	Lowercase as generic term; capitalize only in reference to specific program offices or product names.
Telehealth Master Preceptor	Three words, with capital a "T," "M," and "P"; the full term is preferred to short forms.
Telehealth Preceptor	Two words, with capital "T" and "P"; the full term is preferred to short forms.
telepresenter	Lowercase, not hyphenated.
teleprovider	Lowercase, not hyphenated.
telespecialty	Lowercase, not hyphenated. **Note:** When referring to a specific specialty, capitalize the "T" in "tele," as well as the first letter of the specialty name (for example, "TelePodiatry").
teletriage	One word, lowercase, not hyphenated.
VA care team	Lowercase.
VA Central Office	Initial cap; "Central Office" acceptable on follow-up references.
Veteran	Initial cap in all uses; do not use the phrase "our Veterans."
Veteran-owned	Hyphenated, with capital "V."
Veterans in rural areas	Or "Veterans living in rural areas"; never "rural Veterans."
virtual care	Two words, lowercase.
VISN Lead	Initial cap.
website; webpage	Each one word, lowercase.
woman Veterans	Not "female Veterans."

Core Brand Elements

Color Palette

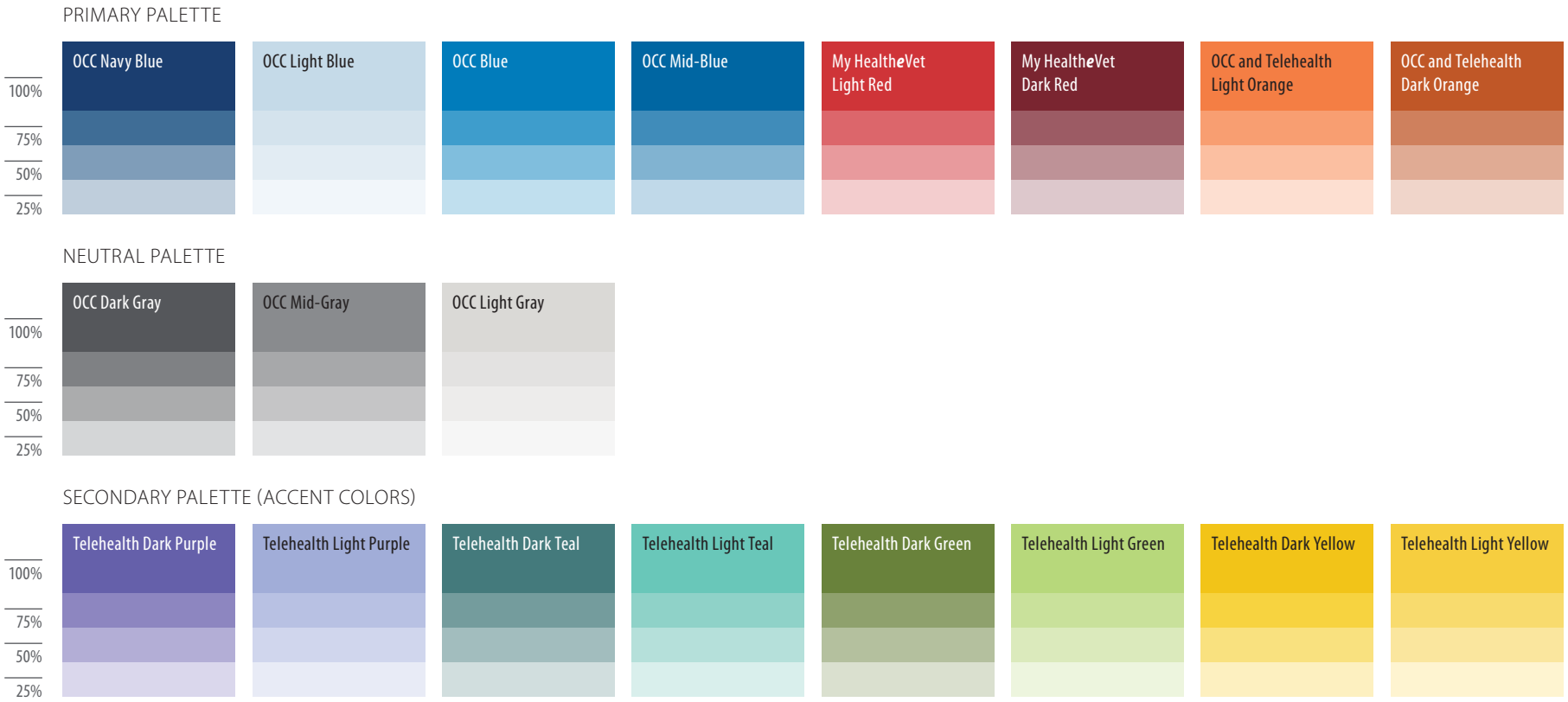
This is the official Connected Care color palette. Avoid deviating from the core set of color palettes, although tints are acceptable to accommodate accessibility.

- The Connected Care color hierarchy creates consistency across the program offices with focused distinctions for individual programs.
- Each of the brands pulls from the Connected Care primary palette, which includes navy, blue, and orange, with gray as a neutral color to align all the brands.
  - My Health*e*Vet features red elements, along with the primary palette blues. See *Page 31* for more information.
  - VA Telehealth, with its related initiatives, features navy and blue as priority colors and pulls from Connected Care's orange elements as its accent. See *Page 36* for more information.
  - VA Mobile takes its primary accent cues from the individual technologies (e.g., VA Health Chat's yellow, or VA Health Hub's green). See *Page 43* for more information.



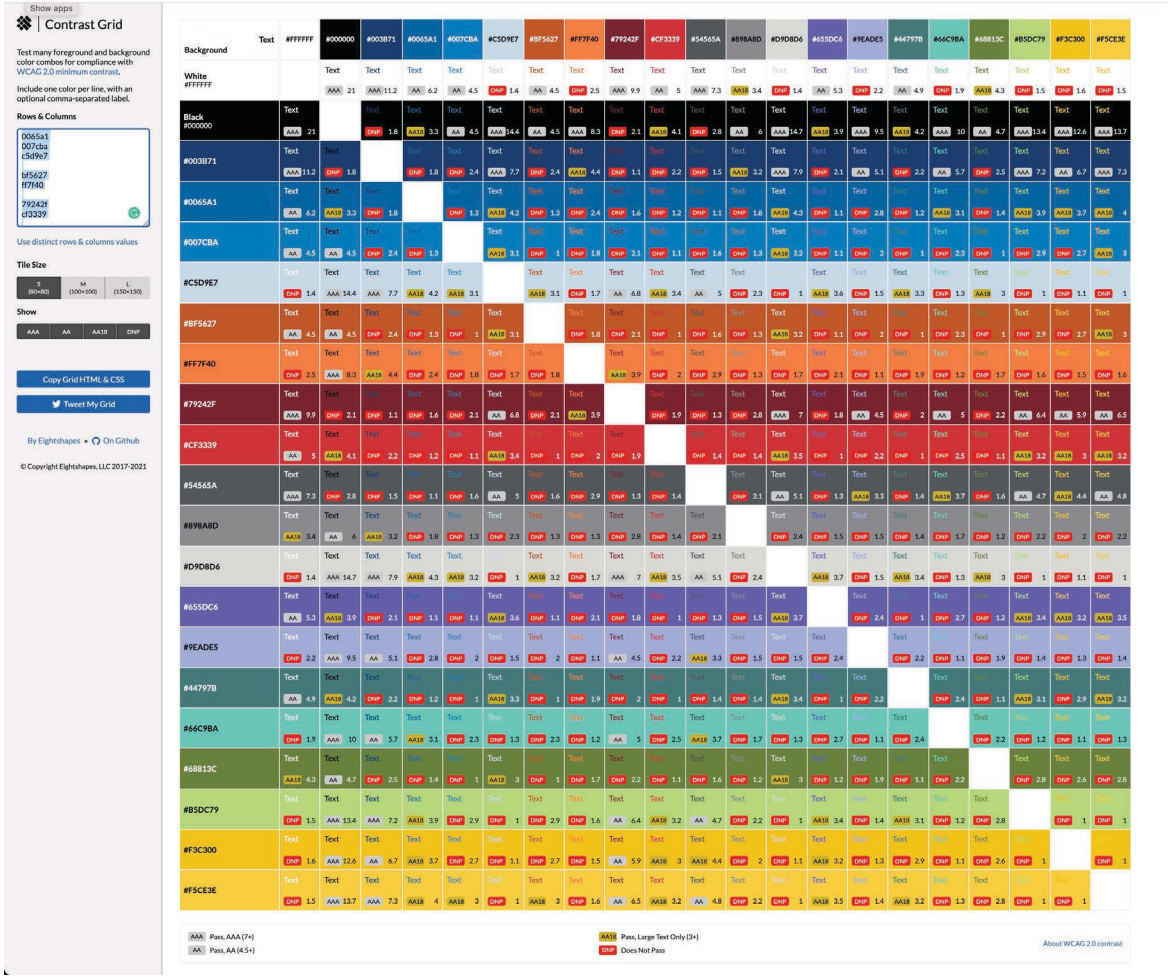
Tints

To maintain true to our brand's color story while providing flexibility, we use tints as indicated below. The use of tints based on our primary, neutral, and secondary palettes creates versatility and cohesiveness across platforms and in print, online, and in video formats. Please be careful to not substitute our brand colors for similar colors in the color spectrum.



508 Compliance: Color Contrast Relationships

This contrast grid shows how various brand color combinations in text and background pass Section 508 color contrast requirements. See the individual program office color guidelines on pages *26*, *31*, *36*, and *43* for more details.



508 Compliance: Color Contrast Relationships (Text)

This graphic illustrates the brand color combinations that enable sufficient color contrast to pass the 508 compliant Web Content Accessibility Guidelines (WCAG) 2.0 AA standard.

El Moloria Nimint
Mos untotat et aut liquam, ipienihit veliqui dolupti.

OCC Navy on OCC Light Blue background

El Moloria Nimint
Mos untotat et aut liquam, ipienihit veliqui dolupti.

OCC Navy on OCC Light Gray background

El Moloria Nimint
Mos untotat et aut liquam, ipienihit veliqui dolupti.

White on OCC and Telehealth Dark Orange background

El Moloria Nimint
Mos untotat et aut liquam, ipienihit veliqui dolupti.

White on OCC Dark Gray background

El Moloria Nimint
Mos untotat et aut liquam, ipienihit veliqui dolupti.

White on Telehealth Dark Purple background

El Moloria Nimint
Mos untotat et aut liquam, ipienihit veliqui dolupti.

White on Telehealth Dark Teal background

El Moloria Nimint
Mos untotat et aut liquam, ipienihit veliqui dolupti.

White on My Healt***e***Vet Light Red background

El Moloria Nimint
Mos untotat et aut liquam, ipienihit veliqui dolupti.

White on My Healt***e***Vet Dark Red background

El Moloria Nimint
Mos untotat et aut liquam, ipienihit veliqui dolupti.

OCC Navy on Telehealth Light Purple background

El Moloria Nimint
Mos untotat et aut liquam, ipienihit veliqui dolupti.

OCC Navy on Telehealth Light Teal background

El Moloria Nimint
Mos untotat et aut liquam, ipienihit veliqui dolupti.

Black on Telehealth Dark Green background

El Moloria Nimint
Mos untotat et aut liquam, ipienihit veliqui dolupti.

OCC Navy on Telehealth Light Green background

El Moloria Nimint
Mos untotat et aut liquam, ipienihit veliqui dolupti.

Black on Telehealth Dark Yellow background

El Moloria Nimint
Mos untotat et aut liquam, ipienihit veliqui dolupti.

OCC Navy on Telehealth Light Yellow background

El Moloria Nimint
Mos untotat et aut liquam, ipienihit veliqui dolupti.

OCC Navy on White background

El Moloria Nimint
Mos untotat et aut liquam, ipienihit veliqui dolupti.

OCC Mid-Blue on White background

El Moloria Nimint
Mos untotat et aut liquam, ipienihit veliqui dolupti.

OCC and Telehealth Dark Orange on White background

El Moloria Nimint
Mos untotat et aut liquam, ipienihit veliqui dolupti.

OCC Dark Gray on White background

El Moloria Nimint
Mos untotat et aut liquam, ipienihit veliqui dolupti.

My Healt***e***Vet Light Red on White background

El Moloria Nimint
Mos untotat et aut liquam, ipienihit veliqui dolupti.

Telehealth Dark Purple on White background

El Moloria Nimint
Mos untotat et aut liquam, ipienihit veliqui dolupti.

Telehealth Dark Teal on White background

Typographic Styling

Primary Font Family

Myriad Pro Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*=+,.-"<?;

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*=+,.-"<?;

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*=+,.-"<?;

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*=+,.-"<?;

Default System Font Family

Arial Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*=+,.-"<?;

Calibri is the default font for Connected Care branded products used in Microsoft Office Suite.

Heading 1

Myriad Pro / Light / OCC Navy Blue

Heading 2

Myriad Pro / Bold / OCC Navy Blue

Heading 3

Myriad Pro / Bold / OCC Navy Blue

Heading 4

Myriad Pro / Bold / OCC Navy Blue

Body

Myriad Pro / Light / Black

- Unordered List (Level 1)

Myriad Pro / Light / Black / Bullet: OCC Blue

  - Unordered List (Level 2)

Myriad Pro / Light / Black / Bullet: OCC Blue

1. Numbered List (Level 1)

Myriad Pro / Light / Black

Callout

Myriad Pro / Light

Emphasis

Myriad Pro / Bold

Hyperlinks

Myriad Pro / Bold Italic / OCC Navy Blue

My Health***e***Vet

Emphasis on "e"

Taking charge of your health — one text at a time.

For detailed instructions, visit Annie online:
mobile.va.gov/annie

Sample Call to Action and URL combination

Textures

The Connected Care brand features three texture types for the various program offices. The Molecular Bubble is the overarching pattern. In instances when deliverables for program offices are crossbranded or used in conjunction with one another, the Molecular Bubble pattern should be used.

Office of CONNECTED CARE | My healthevet

OCC and My Health***e***Vet Molecular Bubble pattern

VA Telehealth

VA Telehealth Digital Sound Wave pattern

VA Mobile

VA Mobile Gradient Chiclet pattern

Iconography

Icons are useful to represent key messages in our content. They can be used alongside additional illustration and live photography, or without.

The primary icon style features OCC Light Blue with OCC Navy Blue stroked illustrations. These can be used for both Connected Care and VA Telehealth.

VA Mobile icons take accent cues from the individual technologies.

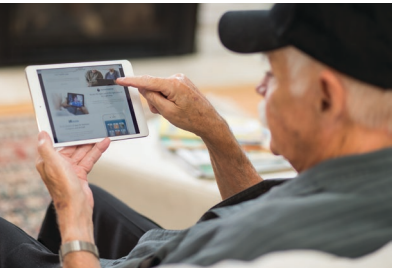
My Health*e*Vet icons are not enclosed and use OCC Blues and My Health*e*Vet Reds.

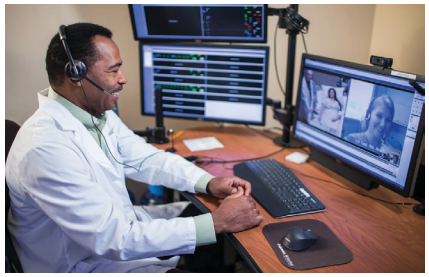
Office of CONNECTED CARE | VA Telehealth

VA Mobile

Example: The color of VA Health Chat's app icon influences the accent colors of the accompanying iconography.

My healthevet





Photography

Appropriate

Images should be appropriate for the type of collateral and the intended audience and should be specific to the communication's content.

Diverse

Images should show diversity in age, gender, and ethnicity to represent the many audiences we support.

Current

The high quality of care that Connected Care provides is enhanced by leading-edge technology. This state-of-the-art approach should be reflected in relevant, up-to-date photos.

Authentic

Images should show real people who represent the community of Veterans, caregivers, and providers who engage with VA. Use stock photography only when necessary.

Accurate

Be sure that images are true to life. Have a subject matter expert review the accuracy of their content. For example, military uniforms should be correct and appropriate, and depictions of tool or "technology" use in clinical settings should be accurate.

Natural

Avoid using images that look staged or posed. Photos that showcase real-life situations are more likely to resonate with audiences.

High Quality

To ensure a consistent, professional appearance, use high-resolution images to avoid pixelation. For print materials, images should have a minimum resolution of 300 dpi. For web materials, images should be 72 dpi.

Sub-Brand Elements

Office of
CONNECTED CARE

The Office of Connected Care comprises three program offices — My Health*e*Vet, VA Telehealth Services, and VA Mobile — that encourage Veterans' participation in their health care by enhancing their access to digital technology services.

Logo Use and Rules

The VA Office of Connected Care logo is the primary visual representation of the brand. A secondary representation is the Office of Connected Care text treatment.

Clear Space

To ensure legibility and consistency, a space equal to half the height of the VA seal should surround the entire VA Office of Connected Care logo.

In the Office of Connected Care text treatment, a minimum clear space equivalent to the height of the first "**C**" in "Connected" should be maintained in all applications.

Size and Proportionality

The minimum size for the primary Connected Care logo is 0.5 inches high. In resizing the logo, maintain its proportions to avoid altering its appearance.

When To Use the Primary Logo or the Connected Care Text Treatment

The primary logo should be used on all Connected Care documentation and collateral. The black-and-white version of this logo should be used only when there are restrictions on background colors.

The text treatment can be used in conjunction with the primary logo for letterheads, promotional material, web graphics, and informal graphics, as applicable.

PRIMARY LOGO

"X" illustrates the minimum amount of clear space that should be used around the logo and typography at all times.

TEXT TREATMENT

KNOCKOUT VERSIONS

Color Palette

Office of CONNECTED CARE

PRIMARY PALETTE

OCC Navy Blue
PMS: 541
CMYK: 100, 58, 9, 42
RGB: 0, 63, 114
HEX: 003f72

OCC Light Blue
PMS: 545
CMYK: 21, 7, 4, 0
RGB: 197, 217, 231
HEX: c5d9e7

OCC Blue
PMS: 7461
CMYK: 98, 24, 1, 3
RGB: 0, 131, 190
HEX: 0083be

OCC Mid-Blue
PMS: 641
CMYK: 100, 53, 21, 4
RGB: 0, 101, 161
HEX: 0065a1

OCC Light Orange
PMS: 1575
CMYK: 0, 51, 77, 0
RGB: 255, 127, 50
HEX: ff7f32

OCC Dark Orange
PMS: 7584
CMYK: 19, 77, 100, 7
RGB: 191, 86, 39
HEX: bf5627

NEUTRAL PALETTE

OCC Dark Gray
PMS: Cool Gray 11
CMYK: 66, 57, 51, 29
RGB: 84, 86, 90
HEX: 54565a

OCC Mid-Gray
PMS: Cool Gray 8
CMYK: 49, 40, 38, 4
RGB: 137, 138, 141
HEX: 898a8d

OCC Light Gray
PMS: Cool Gray 1
CMYK: 14, 11, 12, 0
RGB: 217, 216, 214
HEX: d9d8d6

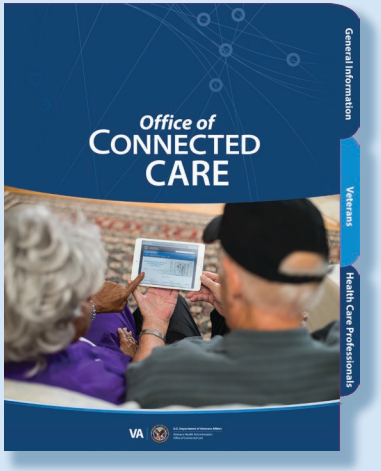
508-COMPLIANT COLOR COMBINATIONS (WCAG 2.0 AA)

Collateral in Action

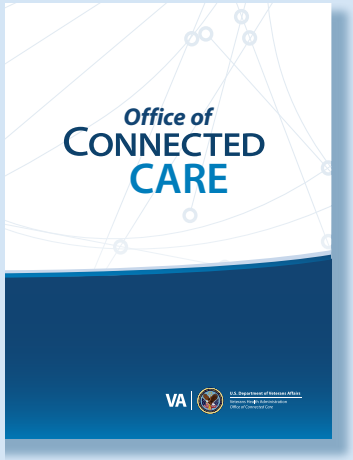
Office of CONNECTED CARE

EMAIL BANNER

BINDER TABS



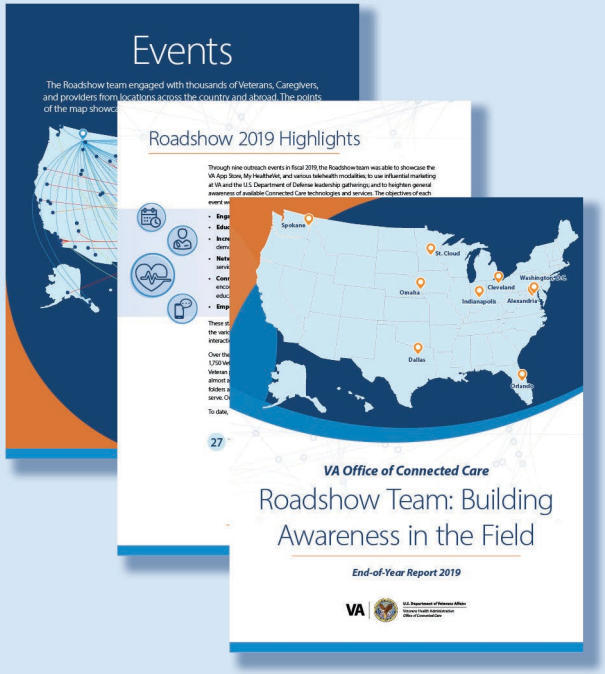
FOLDER



Collateral in Action (cont.)

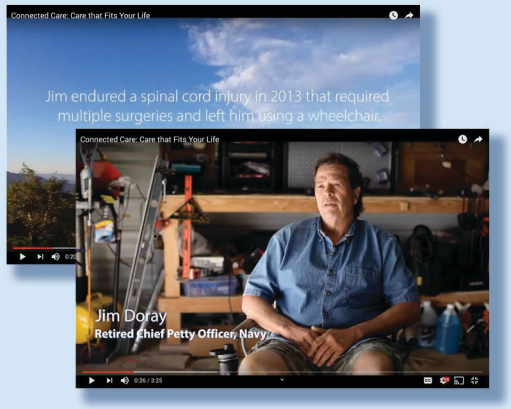
Office of CONNECTED CARE

SAMPLE REPORT



FACT SHEET

VIDEO



SOCIAL MEDIA

PRESENTATION TEMPLATE

My healthevet

My HealtheVet is VA's Veteran-facing website. In its more than 15 years of existence, My HealtheVet has offered Veterans, Service members, and their dependents and caregivers anytime access to VA health care information and services through an easy-to-use online personal health record.

Logo Use and Rules

The My Health*e*Vet logo is the primary visual representation of the brand and should be included in all marketing communications.

Clear Space

To ensure legibility and consistency, a minimum clear space equivalent to the height of "**My**" in the My Health*e*Vet logo should be maintained in all applications.

Size and Proportionality

The minimum height for the My Health*e*Vet logo is 0.5 inches. In resizing the logo, maintain its proportions to avoid altering its appearance.

PRIMARY LOGO

KNOCKOUT VERSION

Color Palette

PRIMARY PALETTE

OCC Navy Blue
PMS: 541
CMYK: 100, 58, 9, 42
RGB: 0, 63, 114
HEX: 003f72

OCC Light Blue
PMS: 545
CMYK: 21, 7, 4, 0
RGB: 197, 217, 231
HEX: c5d9e7

OCC Blue
PMS: 7461
CMYK: 98, 24, 1, 3
RGB: 0, 131, 190
HEX: 0083be

OCC Mid-Blue
PMS: 641
CMYK: 100, 53, 21, 4
RGB: 0, 101, 161
HEX: 0065a1

My HealtheVet Light Red
PMS: 1797
CMYK: 10, 100, 100, 10
RGB: 198, 38, 46
HEX: c4262e

My HealtheVet Dark Red
PMS: 188
CMYK: 30, 100, 70, 30
RGB: 121, 36, 47
HEX: 79242f

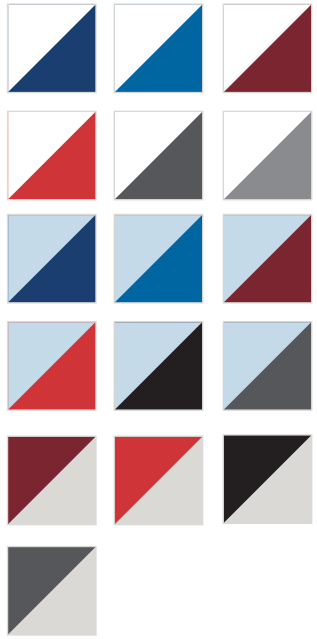
NEUTRAL PALETTE

OCC Dark Gray
PMS: Cool Gray 11
CMYK: 66, 57, 51, 29
RGB: 84, 86, 90
HEX: 54565a

OCC Mid-Gray
PMS: Cool Gray 8
CMYK: 49, 40, 38, 4
RGB: 137, 138, 141
HEX: 898a8d

OCC Light Gray
PMS: Cool Gray 1
CMYK: 14, 11, 12, 0
RGB: 217, 216, 214
HEX: d9d8d6

508-COMPLIANT COLOR COMBINATIONS (WCAG 2.0 AA)



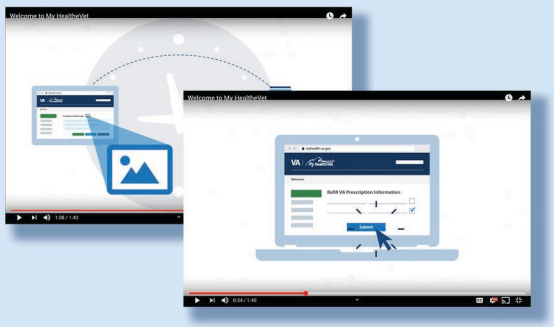
Collateral in Action

FACT SHEET

POSTER

WALLET CARD

VIDEO ANIMATION



Collateral in Action (cont.)

BROCHURE

FLYER

WEB BANNER

WALLET CARD

VA Telehealth

VA Telehealth Services is a pioneer in digital health services for Veterans. Whether services are delivered in the home, the clinic, or the hospital, VA telehealth technologies make it easier for Veterans to connect with their VA care teams and share important health information, especially for Veterans who live far away from VA care facilities.

Logo Use and Rules

The VA Telehealth logo is the primary visual representation of the brand and should be included in all marketing communications.

Clear Space

To ensure legibility and consistency, a minimum clear space equivalent to the height of the **globe** in the VA Telehealth logo should be maintained in all applications.

Size and Proportionality

The minimum height for the VA Telehealth logo is 0.375 inches. In resizing the logo, maintain its proportions to avoid altering its appearance.

PRIMARY LOGO

KNOCKOUT VERSION

VA Telehealth

Color Palette

PRIMARY PALETTE

OCC Navy Blue
PMS: 541
CMYK: 100, 58, 9, 42
RGB: 0, 63, 114
HEX: 003f72

OCC Light Blue
PMS: 545
CMYK: 21, 7, 4, 0
RGB: 197, 217, 231
HEX: c5d9e7

OCC Blue
PMS: 7461
CMYK: 98, 24, 1, 3
RGB: 0, 131, 190
HEX: 0083be

OCC Mid-Blue
PMS: 641
CMYK: 100, 53, 21, 4
RGB: 0, 101, 161
HEX: 0065a1

OCC Light Orange
PMS: 1575
CMYK: 0, 51, 77, 0
RGB: 255, 127, 50
HEX: ff7f32

Telehealth Dark Orange
PMS: 7584
CMYK: 19, 77, 100, 7
RGB: 191, 86, 39
HEX: bf5627

NEUTRAL PALETTE

OCC Dark Gray
PMS: Cool Gray 11
CMYK: 66, 57, 51, 29
RGB: 84, 86, 90
HEX: 54565a

OCC Mid-Gray
PMS: Cool Gray 8
CMYK: 49, 40, 38, 4
RGB: 137, 138, 141
HEX: 898a8d

OCC Light Gray
PMS: Cool Gray 1
CMYK: 14, 11, 12, 0
RGB: 217, 216, 214
HEX: d9d8d6

SECONDARY PALETTE (ACCENT COLORS)

Telehealth Dark Purple
PMS: 2725
CMYK: 70, 70, 0, 0
RGB: 100, 93, 198
HEX: 655dc6

Telehealth Light Purple
PMS: 2716
CMYK: 36, 27, 0, 0
RGB: 158, 173, 229
HEX: 9eade5

Telehealth Dark Teal
PMS: 7475
CMYK: 76, 38, 47, 11
RGB: 68, 121, 123
HEX: 44797b

Telehealth Light Teal
PMS: 570
CMYK: 57, 0, 34, 0
RGB: 102, 201, 186
HEX: 66c9ba

Telehealth Dark Green
PMS: 575
CMYK: 62, 32, 96, 14
RGB: 104, 129, 60
HEX: 68813c

Telehealth Light Green
PMS: 366
CMYK: 32, 0, 68, 0
RGB: 181, 220, 121
HEX: b5dc79

Telehealth Dark Yellow
PMS: 7406
CMYK: 6, 22, 100, 0
RGB: 243, 195, 0
HEX: f3c300

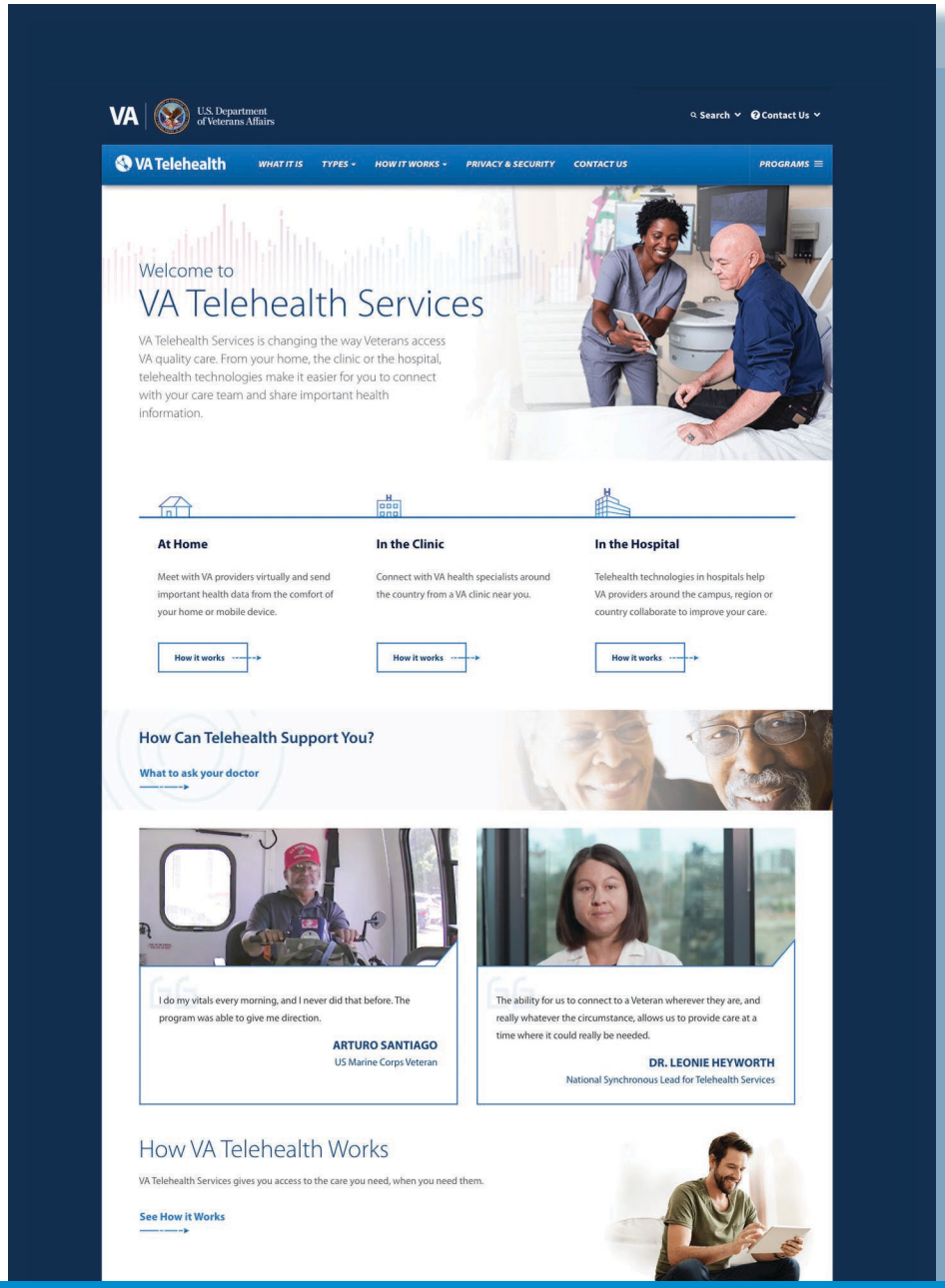
Telehealth Light Yellow
PMS: 129
CMYK: 4, 17, 87, 0
RGB: 245, 206, 62
HEX: f5ce3e

Telehealth accent colors: The tertiary VA Telehealth brand is inspired by the VA parent branding guidelines to accommodate additional needs across the Telehealth suboffices (e.g., Connected Care Academy, Quality and Training Division).

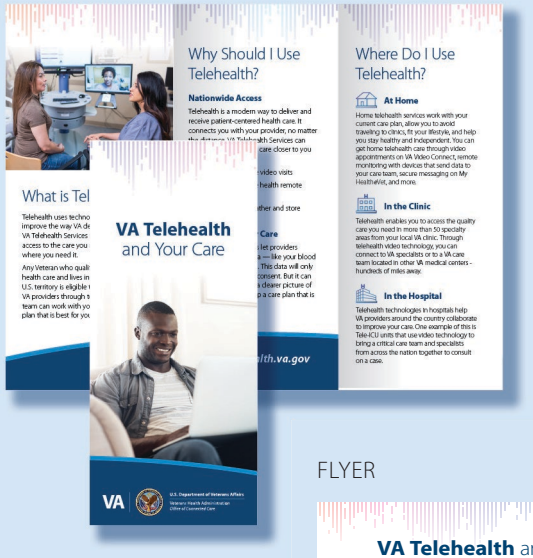
508-COMPLIANT COLOR COMBINATIONS (WCAG 2.0 AA)

Collateral in Action

VA Telehealth



BROCHURE

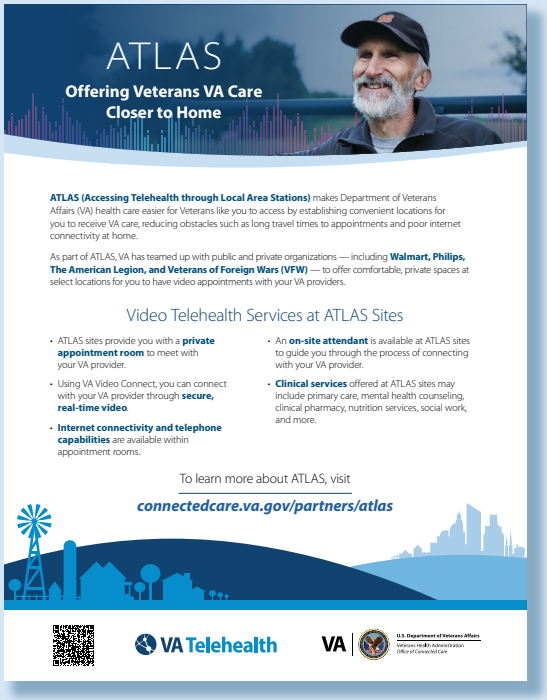


FLYER

Collateral in Action (cont.)

VA Telehealth

FLYER



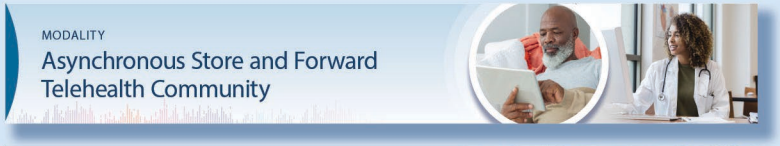
FACT SHEET

EMAIL BANNER

Collateral in Action (cont.)

VA Telehealth

BLACKBOARD WEB BANNERS



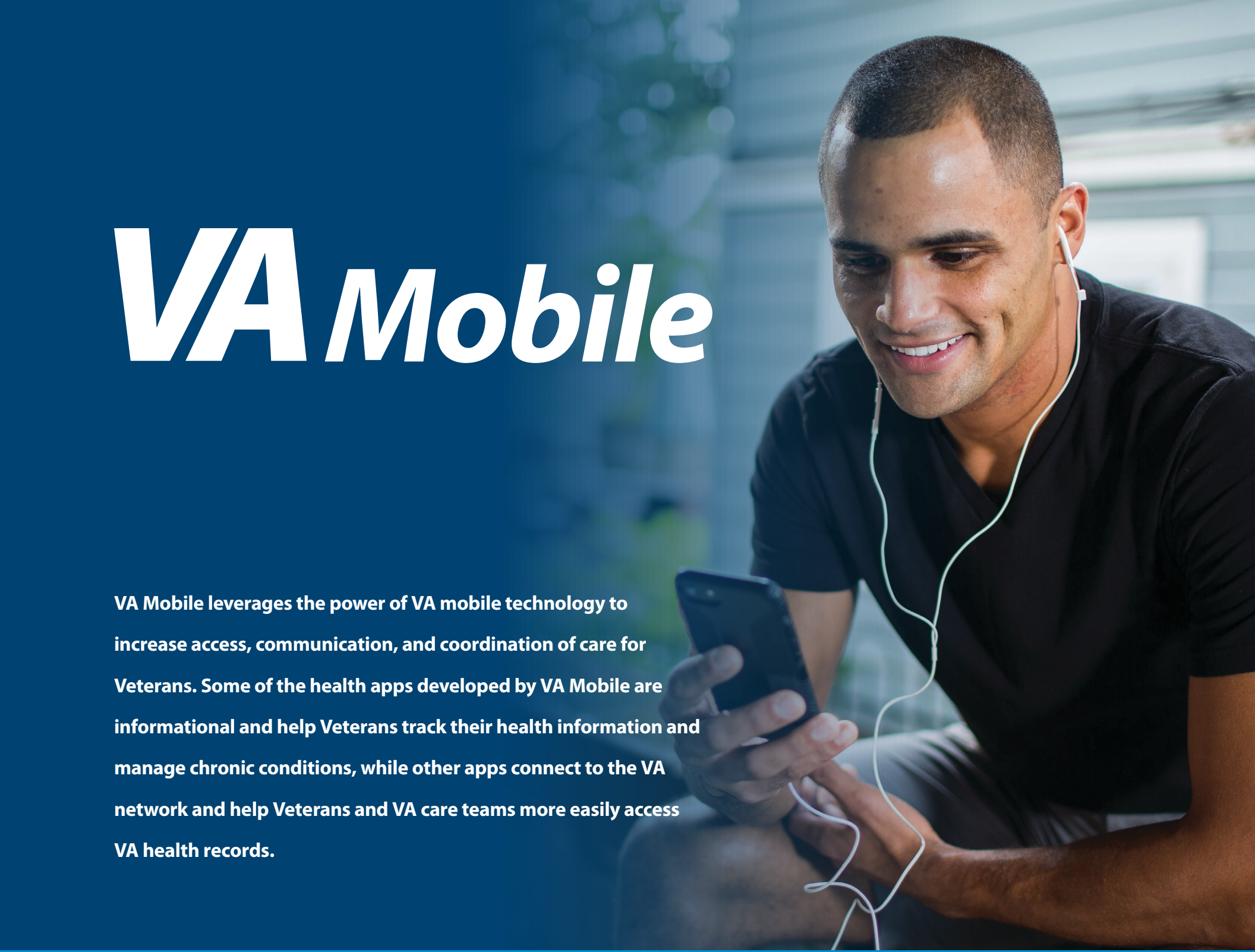
Collateral in Action (cont.)

VA Telehealth

FLYERS

POSTCARD

VA Mobile



VA Mobile leverages the power of VA mobile technology to increase access, communication, and coordination of care for Veterans. Some of the health apps developed by VA Mobile are informational and help Veterans track their health information and manage chronic conditions, while other apps connect to the VA network and help Veterans and VA care teams more easily access VA health records.

Logo Use and Rules

The VA Mobile logo is the primary visual representation of the brand and should be included in all marketing communications.

Clear Space

To ensure legibility and consistency, a minimum clear space equivalent to the height of the "**M**" in the VA Mobile logo should be maintained in all applications.

Size and Proportionality

The minimum height for the VA Mobile logo is 0.35 inches. In resizing the logo, maintain its proportions to avoid altering its appearance.

PRIMARY LOGO

KNOCKOUT VERSION

Color Palette

VA Mobile

PRIMARY PALETTE

OCC Navy Blue
PMS: 541
CMYK: 100, 58, 9, 42
RGB: 0, 63, 114
HEX: 003f72

OCC Light Blue
PMS: 545
CMYK: 21, 7, 4, 0
RGB: 197, 217, 231
HEX: c5d9e7

OCC Blue
PMS: 7461
CMYK: 98, 24, 1, 3
RGB: 0, 131, 190
HEX: 0083be

OCC Mid-Blue
PMS: 641
CMYK: 100, 53, 21, 4
RGB: 0, 101, 161
HEX: 0065a1

OCC Light Orange
PMS: 1575
CMYK: 0, 51, 77, 0
RGB: 255, 127, 50
HEX: ff7f32

NEUTRAL PALETTE

OCC Dark Gray
PMS: Cool Gray 11
CMYK: 66, 57, 51, 29
RGB: 84, 86, 90
HEX: 54565a

OCC Mid-Gray
PMS: Cool Gray 8
CMYK: 49, 40, 38, 4
RGB: 137, 138, 141
HEX: 898a8d

OCC Light Gray
PMS: Cool Gray 1
CMYK: 14, 11, 12, 0
RGB: 217, 216, 214
HEX: d9d8d6

SECONDARY PALETTE (ACCENT COLORS)

OR

OCC Dark Gray
PMS: Cool Gray 11
CMYK: 66, 57, 51, 29
RGB: 84, 86, 90
HEX: 54565a

OCC Mid-Gray
PMS: Cool Gray 8
CMYK: 49, 40, 38, 4
RGB: 137, 138, 141
HEX: 898a8d

OCC Light Gray
PMS: Cool Gray 1
CMYK: 14, 11, 12, 0
RGB: 217, 216, 214
HEX: d9d8d6

VA Mobile takes its primary accent cues from the individual technologies (e.g., VA Health Chat's yellow, or Annie App's eggplant). In cases where the VA Mobile content is not branded to an individual app or technology, grays will serve as the accent colors.

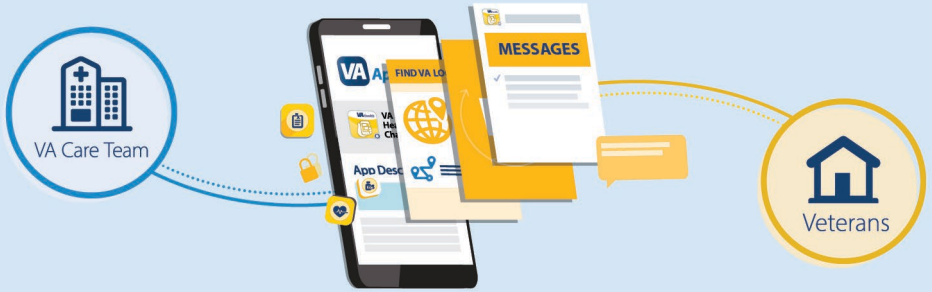
508-COMPLIANT COLOR COMBINATIONS (WCAG 2.0 AA)

Example: The color of Annie's app icon influences the color combinations.

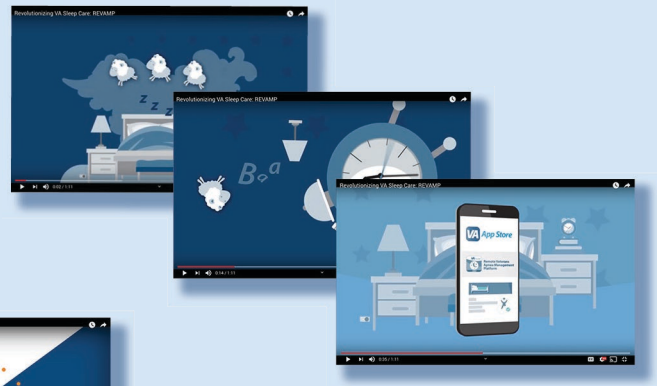
Collateral in Action

VA Mobile

VA HEALTH CHAT GRAPHIC



REVAMP VIDEO ANIMATION



VA VIDEO CONNECT
VIDEO ANIMATION

Collateral in Action (cont.)

VA Mobile

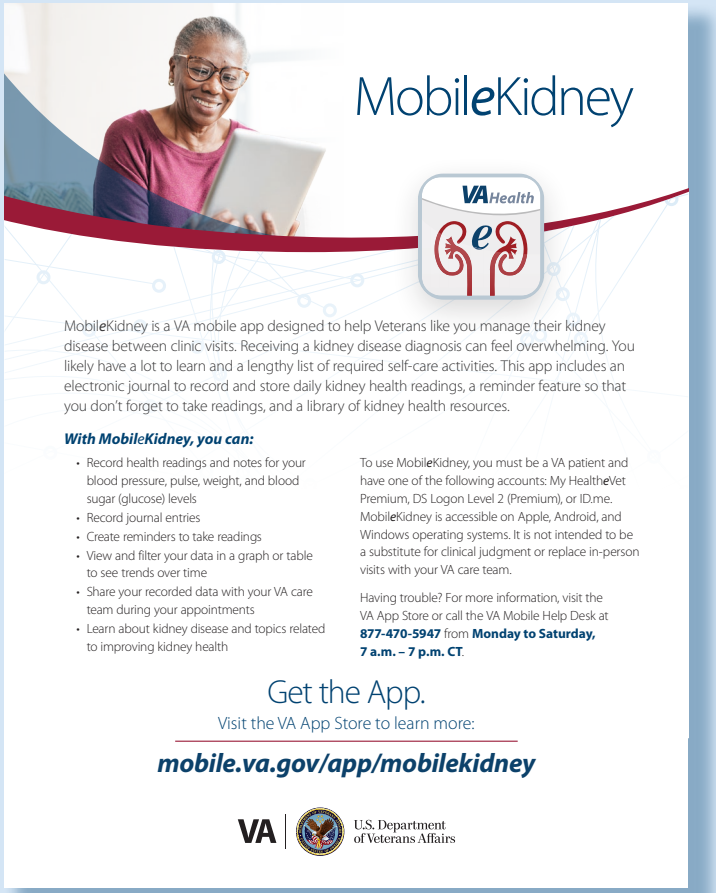
FLYERS

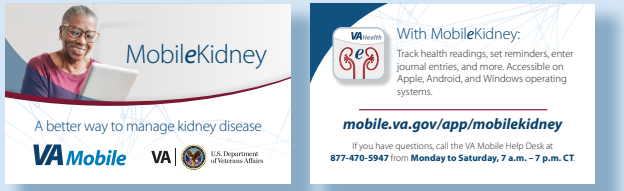
E-BULLETINS

Collateral in Action: Toolkits

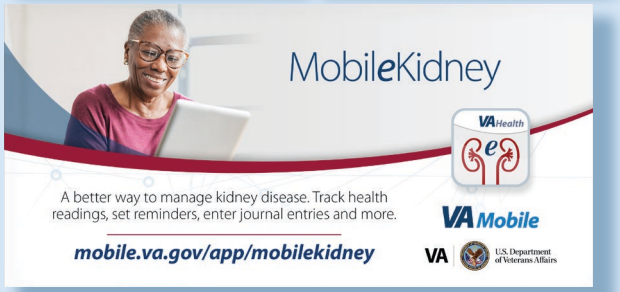
VA Mobile

FLYER
8.5 X 11 INCHES

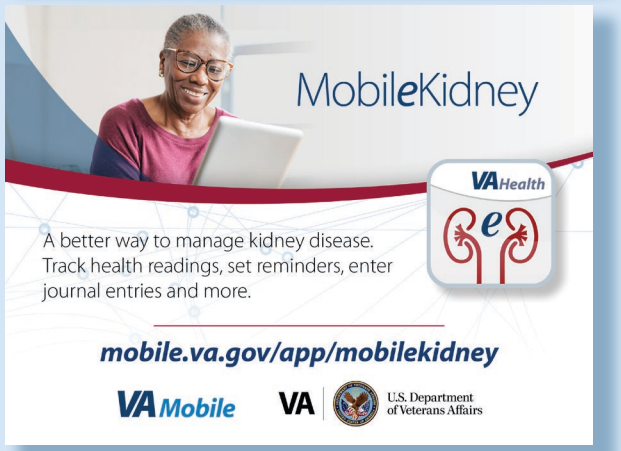




WALLET CARD
3.375 X 2.125 INCHES



WEB BANNER
638 X 308 PIXELS



E-BULLETIN
562 X 420 PIXELS

VA App Store

The VA App Store provides access to dozens of apps designed specifically for Veterans, caregivers, and VA providers, enabling them to access health information anytime, anywhere.

Logo Use and Rules

The VA App Store logo is the primary visual representation of the brand and should be included in all marketing communications.

Clear Space

To ensure legibility and consistency, a minimum clear space equivalent to the height of the "**A**" in "App" in the VA App Store logo should be maintained in all applications.

Size and Proportionality

The minimum height for the VA App Store logo is 0.5 inches. In resizing the logo, attention should be paid to maintaining proportionality to avoid altering the logo's appearance.

PRIMARY LOGO

KNOCKOUT VERSION

Collateral in Action

GENERAL
FLYER
11 X 8.5 inches

Designing App Icons

The following branding guidance addresses only the style of the app icon and the use of the VA color palette. The combination of iconography and colors in an icon should be selected to best represent the features of the app.

For additional guidance about branding requirements for developing VA Mobile apps, visit the *Connected Care communications resources page*.

Marketing materials are developed using general VA Mobile branding elements (see *Page 42*) but use the iconography and color palette of the particular app or suite of apps.

Best Practices

The graphic on your app icon can help visually convey the purpose and function of your app. Consider the following when creating an app graphic:

- The graphic will not be able to explain the entire functionality of your app but can represent the app's purpose or the feeling you want users to experience.
- During the design process, consider the smallest size in which your graphic may appear to make sure it is easily visible in all uses. Intricate logos and designs can be hard to view at reduced sizes. Simple is often better.
- Your graphic will be easiest to see if it is displayed against a contrasting color or tint, which can help the user view it more clearly in any mobile context.
- After allocating space for the app header, no more than 50% of the colored background should be covered by the app graphic, as shown in these examples.

These guidelines apply to all VA Mobile apps, including apps created by the Veterans Health Administration, Veterans Benefits Administration, or National Cemetery Association.

App icons featuring a lock require VA account credentials to sign in.

A blue footer can be added to identical app icons that focus on different audiences (e.g., Veterans, providers).

Additional Support

VA's Office of Connected Care is committed to supporting the communications efforts of all our program offices. Before getting started on any communications materials, reach out to the Connected Care Communications team. We can point you to numerous resources, images, and products available for your use and provide support and insight on developing materials.

For any questions about Connected Care communications support, contact Director of Communications Treva Lute***s (treva.lutes@va.gov***), Deputy Director Gwen McMillian (***gwendolyn.mcmillian@va.gov***), and the Connected Care Communications team (***VHA10P8communications@va.gov***).

To access the library of Connected Care logo files, ***visit the Connected Care communications resources page.***